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The Link

Western Kentucky Department of Journalism Monday, September 24, 1990

Ron Cantera bids farewell, accepts job at Weber State

Associate professor Ron Cantera's going home.

After serving as sequence coordinator for public relations and teaching PR classes for three years, Cantera will be leaving Western to accept a job at Weber State College in Ogden, Utah.

"It's been a tough decision (to leave Western)," Cantera said. "I love my job here."

But, because much of his family lives in Utah, he decided to go home.

"It sounded like a good opportunity and a place

where my family could be reunited," he said.

Cantera will serve as head of public relations at Weber. He will be leaving Western the end of this month.

Cantera was one of 100 applicants for the new job. He accepted the position two days after classes at Western began.

Another reason Cantera gave for leaving is money.

"I was disappointed at the amount of my salary increase this last year," Cantera said.

His new job will offer

better benefits including insurance and a retirement program.

"I'm going to miss the association with students," he said. "I will miss the opportunity to be part of the growth of this program (at Western). I think in the next few years you'll see a big progress and growth in this journalism department."

Cantera came to Western from KSL-TV in Salt Lake, Utah, where he was news reporter and anchor.

Journalism Department prepares for accreditation

Department of Journalism faculty and administration will be hard at work this year to complete a self-evaluation to stay an accredited journalism school.

Department head Jo-Ann Albers said the evaluation will involve intense work by everyone in the department.

The accreditation council will visit campus next year to verify the evaluation. While here, some students will be questioned about the department by the council.

To be an accredited journalism school, 12 standards must be met. Those standards involve areas of governance/administration, budget, curriculum, student records/advising, instruction/evaluation, the number of full-time versus part-time faculty, internships and work experience, equipment/facilities, faculty scholarship/research/professional activities, public service, graduates/alumni and minority and

female representation.

Albers said she thinks the department will maintain its accreditation, but the accrediting council may criticize us for having too many part-time faculty and using outdated equipment.

Thirty percent of journalism classes at Western are taught by part-time faculty, Albers said. She's hoping to secure more full-time faculty within the year.

Some of the money left to the department from alumna Virginia Wood Davis will be used to help buy 60 Macintosh computers for classroom use. Albers is hoping to get some money from the Gannett Foundation to buy Macs. Each year Gannett gives money to accredited journalism departments to help purchase equipment and materials.

Schools apply for accreditation every six years. This is the third time the department is seeking accreditation.

College Heights Herald captures Pacemaker

The College Heights Herald is continuing its award-winning tradition.

Last week the Herald was notified it received a Regional Pacemaker award for last year's papers.

Eighty non-daily, four-year college newspapers competed. Only 20 were named Pacemakers.

Herald adviser Bob Adams said winning the regional award means the Herald is one of the top student newspapers in the East region. Eastern Kentucky University's newspaper, The Eastern Progress, and Murray State's newspaper, The Murray State News, also received regional Pacemakers.

Winning the regional award earns the Herald the right to compete in the National Pacemaker Competition Nov. 4 in Washington, D.C. The last time the Herald captured the National Pacemaker was 1988. Adams said he isn't sure if the Herald will capture the National Pacemaker, but said he believed last year's papers were as good.

Eric Woehler, a 1990 graduate who now works for The Evansville Press, served as editor last year.

Journalism celebrates 300 years

Three hundred years ago, Benjamin Harris, a bookseller and coffee-shop owner in Boston, decided the people in the 60-year-old Massachusetts Bay Colony needed a newspaper. So on Sept. 25, 1660, Harris published the first—and only—edition of *Publick Occurrences*. It was small, the page size being only 6 by 10 and one-fourth inches. But it carried genuine news or, as Harris wrote, "an account of such things as have arrived unto our Notice." And he believed his publication could do

something "toward curing, or at least the Charming of the Spirit of Lying, which prevails among us."

Publick Occurrences began American journalism with a streak of independence, and that sense of freedom was its downfall. The colonial governor, appointed by the British crown, and his council objected to the publication itself and to the tone of its contents. They ordered the suppression and recall of "said Pamphlet." (Only one copy is known to exist—in

London.) Their order sternly reminded Harris and other prospective printers it was "strictly forbidden ... to set forth any thing in Print without License" to be obtained from the government.

Harris printed no more issues. The next attempt at newspapering appeared in 1704; it survived because it was "Published by Authority." Licensing of printers in the colonies ended in the 1720-1730 period as editors became bolder in their roles supporting the freedom of the press.



Vote in Warren County

Journalism students and staff can register as Warren County voters the easy way: see Corban Goble in Garrett 120.

He has forms for new voters and for those whose names, precincts or party affiliations have changed.

The registration deadline is 2 p.m. Tuesday, Oct. 9. Voters must be at least 18 on election day (Nov. 6) in order to register. Voting machines will list candidates for races

for U.S. Senate, U.S. House, Kentucky Senate, both local state representatives, commonwealth's attorney, Kentucky Supreme Court, and for several city and county boards of education. Voters will also act on four amendments to the Kentucky constitution as well as the question on the merger of the governments of Bowling Green, four small cities and Warren County (metro).

Club notes

David Hogan and Robert Hatfield of Eclipse Creative Inc. will speak this Wednesday at 4 p.m. in Garrett Conference Center, room 100.

Hogan and Hatfield will discuss opening an advertising agency from an account and creative services perspective.

Eclipse Creative Inc. is a Louisville-based full-service creative consulting and advertising firm. Hogan and Hatfield are co-princi-

pals of the company founded in 1989. Both men, in their late 20s, have acquired clients in four states and have completed work for a subsidiary of a Fortune 500 company.

The speakers are sponsored by the Ad Club and the American Marketing Association.

PRSSA will have its third meeting Wednesday at 5:30 p.m. in Garrett Conference Center, room 205.

New faces in journalism

Welcome to Western, Wilma King.

King is the department's newest faculty member. She teaches print design.

King comes to the Hill from Texas Southern where she taught journalism and advertising courses.

"Western sounded like a place I'd like to be," she said as her voice echoed off her bare office walls.

She said she heard of Western's journalism program through the Dow Jones Career and Scholarship Guide that listed Western Journalism Department as a "journalism ivy school."

King's office is across from the department's office in Gordon Wilson Hall.

There's a new face in the Journalism Department offices, although she's not new to Western.

Carol Peek is the department's newest full-time secretary.

Carol graduated from Western last May with an associate's degree in secretarial work.

She's been working diligently since July 2 and said she enjoys the job.

Senior secretary Suzie Hardin said the department has been trying to get money to hire a new full-time secretary since 1977.

Welcome aboard, Carol.

Sorry, Deanna Mills ...

Forgive us a thousand fold, Deanna Mills.

We forgot to include your summer internship at the Lexington Herald-Leader. Deanna said the

Herald-Leader was great to work for (and she got paid well, too).

Sorry, Deanna—you can lash us with a wet noodle.